

Websites that Work.

AtBC Workshop for Marketing Stakeholders

**Effectively manage your website
and online marketing activities.**

**Confidently prioritize and make
decisions regarding how to spend
your time and money promoting
your business online.**

Website Infrastructure.

Domain Names

Web Hosting

The Life Cycle of a Well Managed Website.

Content

Promotion

Analytics

Content.

Information

Code

Usability

Aesthetics

Promotion.

Search Engine Marketing

Pay-Per-Click Advertising

Email Marketing

Social Media

Analytics.

Google Analytics

Social Media.

facebook[®]

You  Tube

flickr

 tripadvisor

twitter

Linked 

Used effectively,

**Social Media offer businesses an
unprecedented level of
marketing potential.**

**Unlike conventional marketing,
Social Media activities are
generally free.**

**The tradeoff is that they consume
more time to implement.**

Different Social Media will be more or less appropriate for your specific business.

The variation will depend on your specific market and your resources

From YouTube: Socialnomics09

http://www.youtube.com/watch?v=IFZ0z5Fm-Ng&feature=player_embedded

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook®

Personal Networking Site

Business Promotion

150 Million Users

Requires A Higher Time Commitment

Email

Password

Login

Keep me logged in

[Forgot your password?](#)

Facebook helps you connect and share with the people in your life.



Sign Up

It's free, and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

Why do I need to provide this?

[Sign Up](#)

[Create a Page for a celebrity, band or business.](#)



Travel Advice Site/Community

Reviews of Your Business

Customer Service Tool

▼ advertisement



Plan the Perfect Trip

- Hotels
- Flights
- Restaurants
- Things to Do
- Cruises
- NEW** Vacation Rentals
- Forums

Find Hotels Travelers Trust

City:

Check-in: mm/dd/yyyy

Check-out: mm/dd/yyyy

Adults:

Like TripAdvisor? Like us on Facebook. Like 48K

With every "like," we'll make a donation to Save the Children.

THE BEST BEACH HOUSES OF 2010



Browse by Destination



Rants & Raves

The best and worst revealed

Costa Paraiso
 Dominical, Province of Puntarenas

 "Privacy, excellent food, and friendly people." more
 By willandbrittany

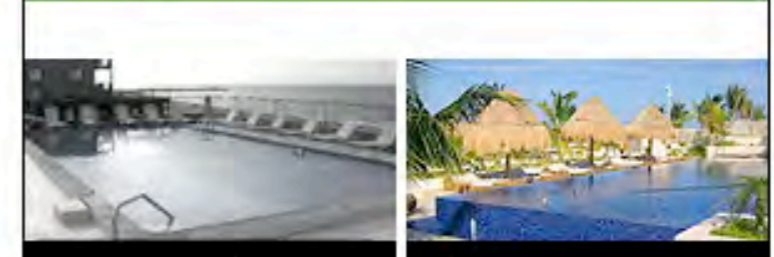
Apartmani Henrik
 Zagreb, Croatia

 "Overpriced, sub standard and dirty"

Featured Traveler Photo



TRAVELERS' CHOICE 2010





Microblogging

“Tweets” = Updates

**Like text messaging
(but on the internet)**



SPIRIT BEAR
LODGE

250-339-5644
explore@spiritbear.com

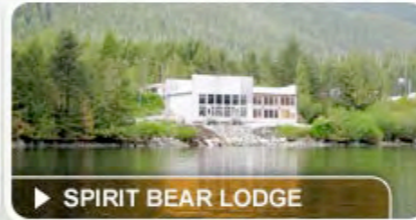
▶ MAKE AN INQUIRY



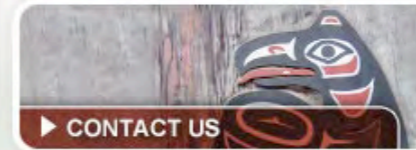
▶ PHOTO & VIDEO GALLERY



▶ WILDLIFE TOURS



▶ SPIRIT BEAR LODGE



▶ CONTACT US

Spirit Bear Lodge

Wildlife, Bear Watching Tours and Native Culture in BC's Great Bear Rainforest

Visit the Great Bear Rainforest, the largest intact temperate rainforest in the world. Explore the natural habitat of the Spirit Bear and home of the world's only Kitsoo Spirit Bear Conservancy. Unique tours in the ancestral lands and traditional territory of the Kitsoo/Xai'xais First Nation.

Feature Video - Legends from the Great Bear Rainforest

A film documenting the rare white Spirit Bear of BC's Great Bear Rainforest. The Kitsoo Xai'xais First Nation in partnership with environmental groups and the BC Government created the world's only Kitsoo Spirit Bear Conservancy.



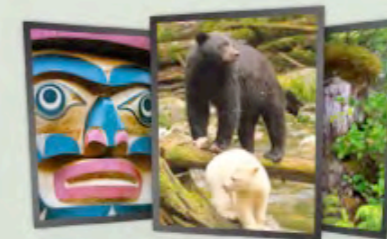
*One of the top ten most exciting
wildlife encounters in the World.*



Peter Guttman
World Renowned Photo Journalist

CONNECT WITH SPIRITBEAR.COM

twitter facebook



VISIT OUR
PHOTO GALLERY
BEARS, EAGLES, WHALES, WILDLIFE
AND ANCIENT NATIVE CULTURE



Video Sharing Website

Largest Search Engine after Google



Aboriginal Tourism BC
aboriginaltourismbc's Channel

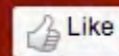
Subscribe

Uploads



[Info](#) [Favorites](#) [Share](#) [Playlists](#) [Flag](#)

TV Coverage of AtBC's Unveiling of the Raven statue at the Klahowya Village in Stanley Park



From: [aboriginaltourismbc](#) | September 07, 2010 | 41 views

Coverage of the recent unveiling of the Raven statue at Aboriginal Tourism BC's Klahowya Village in Stanley Park. The statue was carved from the stump of tree toppled in the Stanley Park wind storms.

For more information on the Klahowya Village in Stanley Park, please visit:

[... \(more info\)](#)

[View comments, related videos, and more](#)

Search

[Data Added](#) | [Most Viewed](#) | [Top Rated](#)



TV Coverage of AtBC's Unveiling of the Raven
41 views - 1 month ago



TV Coverage of the Opening of the
68 views - 2 months ago



AtBC Stakeholder Promotion at the
68 views - 2 months ago



Klahowya Village in Stanley Park Featured
85 views - 2 months ago



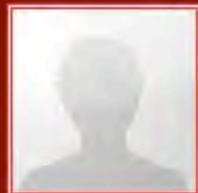
Highlights from the Klahowya Village in
521 views - 2 months ago



Klahowya Village in Stanley Park Featured
225 views - 3 months ago



Klahowya Village in Stanley Park is Open!



aboriginaltourismbc

Subscribe

[Add as Friend](#) | [Block User](#) | [Send Message](#)

Channel Comments

There are no comments for this user.

[Add Comment](#)



Picture Sharing Site

An Image Speaks a Thousand Words



© By code poet

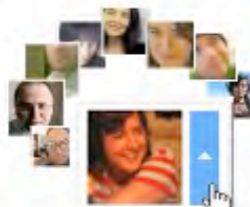
Create Your Account

Only takes a moment with your Yahoo! ID

Share your photos. Watch the world.

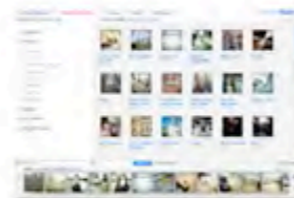
AND
VIDEO

4,905 uploads in [the last minute](#) · 558,832 things tagged with [urban](#) · 4.4 million things [geotagged](#) this month · [Take the tour](#)



Add George as a contact?

Share & stay in touch



Upload & organize



Make stuff!



Explore...

ADVERTISEMENT



Take the Tour

Explore [Flickr Blog](#), the [World Map](#), [Camera Finder](#) or interesting uploads from [the last 7 days](#).



Professional Networking Site

Modify Your Search

Company Name or Keyword:

Industry:

Location:

Country:

Postal Code:

Search headquarters only

Limit Search to:

- All Companies
- Only 1st and 2nd Degree

Company Size:

- 1-10 501-1000
- 11-50 1001-5000
- 51-200 5001-10,000
- 201-500 10,000+

Hiring:

Only companies with jobs posted on LinkedIn

100,000 results found.

1st - You know someone at company 2nd - Your connection(s) know someone at company

	Company	Headquarters	Employees
1st	Oxford Learning Centres, Inc.	London, Canada Area	800
1st	Emily Carr University of Art and Design	Vancouver, Canada Area	500
2nd	Apple Inc. (16 jobs)	San Francisco Bay Area	10,000+
2nd	Research In Motion (72 jobs)	Kitchener, Canada Area	16,000
2nd	Cisco Systems (138 jobs)	San Francisco Bay Area	65,545
2nd	Apple Retail (1 job)	San Francisco Bay Area	14,000
2nd	Queen's University	Ontario, Canada	22,000
2nd	IBM Global Services (7 jobs)	Greater New York City Area	300,000
2nd	MRM Worldwide (2 jobs)	Greater New York City Area	2,000
2nd	Infosys	Bengaluru Area, India	115,000
2nd	HSBC (15 jobs)	London, United Kingdom	350,000
2nd	American Express Business Travel	Greater New York City Area	66,000
2nd	American Express (23 jobs)	Greater New York City Area	55,000
2nd	SAP Labs	Mannheim Area, Germany	48,500
2nd	SAP (3 jobs)	Mannheim Area, Germany	48,000
2nd	Business Objects	Vancouver, Canada Area	53,000
2nd	CareerBuilder.com (4 jobs)	Greater Chicago Area	2,000
2nd	The Body Shop	London, United Kingdom	25,000
2nd	Transcontinental (1 job)	Canada	11,000

**Effectively manage your website
and online marketing activities.**

**Confidently prioritize and make
decisions regarding how to spend
your time and money promoting
your business online.**